

TIME: 7:59
DATE: FRIDAY, SEPTEMBER 25, 1953
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M. Coffman

Read quickly!!

ATTENTION students in Art 13 classes!

There is no need to shop in several stores for your art supplies! You can get them ALL at PIERCE'S PAINT & ART STORE, 196 Main Street, near City Hall. There you can buy your required poster colors, pens, sketch pads, water colors, brushes, crayons, and all the ~~other~~ other materials you'll be needing.

PIERCE'S carries Winsor & Newton artist's supplies, too. They are recognized the world over as ~~the~~ tops and PIERCE'S PAINT & ART STORE is their exclusive dealer in Northampton.

When your artist's kit is filled with WINSOR & NEWTON supplies, you can rest assured that you have the finest materials that man can make or money can buy. ~~and ART STORE, 196 Main Street, Northampton.~~ SHOP at PIERCE'S, near CITY HALL, for ART MATERIALS-- have the BEST at no extra cost!

STAY TUNED now for fifteen minutes of the NEWS, which follows immediately from Amherst.

The correct time is now, eight o'clock.

You are tuned to 600, the Voice of Smith College, WCSR, Northampton.

MISS
MRS.
MR.

Rao Shetty
ANNOUNCER'S SIGNATURE

